



Sales Value: How to Sell Value, Not Price

By Pedro Roccato

Humanix Books. Hardcover. Condition: New. 204 pages. Leading international sales consultant Pedro Roccato has trained thousands of sales professionals on how to provide a highly differentiated buying experience to their customers in order to close more sales. The book arms sales professionals in any industry on how to sell on value, not price, which is a necessary tool in today's competitive sales landscape. Sales professionals will learn about how to diagnose their customers' needs, the importance of value-added sales, sales perception, and how to produce a value-added proposition. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Hardcover.



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